

CONTRACT

KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

And:

National Media Research Planning & Placement
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 480645 /		<u>Alt Order #</u> 06180298
<u>Product</u> NRCC IE 2012		
<u>Contract Dates</u> 09/28/12 - 10/04/12	<u>Estimate #</u> 2601	
<u>Advertiser</u> NRCC		<u>Original Date / Revision</u> 09/26/12 / 09/26/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 155	<u>Product Code</u> 426
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 62	KVVU	10/02/12	10/02/12	New Girl/Mindy	Tue 9p-10p		:30			NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	-2-----				2	\$3,000.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	New Girl/Mindy	Tue 9p-10p	-Tu-----	:30		\$3,000.00	NM		
	See MG 74.2,74.3,74.4											
N 71	KVVU	10/03/12	10/03/12	MORE Access	6-7pm		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--2----				2	\$235.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	MORE Access	6-7pm	---W-----	:30		\$235.00	NM		
	See MG 74.2,74.3,74.4											
	2	KVVU	10/01/12-10/07/12	MORE Access	6-7pm	---W-----	:30		\$235.00	NM		
	See MG 74.2,74.3,74.4											
N 72	KVVU	10/03/12	10/03/12	Extra	M-F 7-730p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--1----				1	\$420.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	Extra	M-F 7-730p	---W-----	:30		\$420.00	NM		
	See MG 74.2,74.3,74.4											
N 74	KVVU	10/03/12	10/03/12	TMZ	730-8p		:30			NM	3	\$4,465.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/01/12	10/07/12	--1----				1	\$575.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/01/12-10/07/12	TMZ	730-8p	---W-----	:30		\$575.00	NM		
	See MG 74.2,74.3,74.4											
	2	KVVU	10/02/12-10/02/12	Raising Hope/Ben and Kate	Tue 8p-9p	-Tu-----	:30		\$3,550.00	NM		
	Ⓜ MG for 62.1,71.2,71.1,72.1,74.1											
	3	KVVU	10/03/12-10/03/12	TMZ	M-Sa 8-10p/Su 7-1	---W-----	:30		\$825.00	NM		
	Ⓜ MG for 62.1,71.2,71.1,72.1,74.1											
	4	KVVU	10/02/12-10/02/12	Fox 5 News @ 430am	M-Th, Sun 430-5ar	-Tu-----	:30		\$90.00	NM		
	Ⓜ MG for 62.1,71.2,71.1,72.1,74.1											
Totals											129	\$86,865.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

<u>Contract / Revision</u>	<u>Alt Order #</u>
480645 /	06180298

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/28/12 - 10/04/12	NRCC IE 2012	2601

<u>Advertiser</u>	<u>Original Date / Revision</u>
NRCC	09/26/12 / 09/26/12

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/30/12	35	\$31,805.00	\$27,034.25
10/01/12 - 10/04/12	94	\$55,060.00	\$46,801.00
Totals	129	\$86,865.00	\$73,835.25

Signature: _____ **Date:** _____

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REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP26/12 09.13
*** KVVU-TV ***
REP HEADLINE# 6180298 TRF# 480645
\$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

ADV # ADV. NAME ISS/NRCC-IE REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME NAT'L MEDIA RESEARCH PLANNING PLAC BUYER NAME BEN ANGLE

815 SLATERS LANE SALES PRSN PH- TERESA DIFURIA
ALEXANDRIA, VA 22314

ORDER # CONTRACT # 6180298 CLASS: NATL. LOCAL REGIONAL

PRDCT NRCC IE 2012 EST#2601 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP28/12 OCT4/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP26/12 09.13

REP: TO ROSE
FR NIKKI
OK'D M6
SEE LINES 81-83
TOTAL SAME
PLS CNF THANKS

STA:
CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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AGENCY ADVERTISER CODE = 155
AGENCY PRODUCT CODE = 426
AGENCY EST# = 2601

62	S		900P-1000P	30		\$3,000.00	10/2	10/2	1		TUE	1
PROGRAM : NW GRL/MINDY												
RA35-64 : 4.3												
CON COM1: NW GRL/MINDY												

81	A		800P-900P	30		\$3,550.00	10/2	10/2	1		TUE	1
PROGRAM : RAISING HOPE/BEN&KATE												
RA35-64 : 4.3												
ORD COM1: SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.												
THIS IS A MAKE-GOOD FOR OCT2 ON LINE-62 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-71 FOR 2 SPOTS/WK												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-72 FOR 1 SPOT/WK												
THIS IS A MAKE-GOOD FOR OCT3 ON LINE-74 FOR 1 SPOT/WK												

REP HEADLINE# 6180298 TRF# 480645
\$\$\$ MOD# 4 : UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP26/12 09.13
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
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82	A		930P-1000P	30		\$825.00	10/3	10/3	1		WED	1
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PROGRAM : TMZ
RA35-64 : 4.3
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 81-83

83	A		430A-459A	30		\$90.00	10/3	10/3	1		WED	1
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PROGRAM : NEWS
RA35-64 : 4.3
ORD COM1 : SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.
PART OF A MAKEGOOD MADE UP OF LINES 81-83

71	S		600P-700P	30		\$235.00	10/3	10/3	0		WED	0
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PROGRAM : MORE ACCESS
RA35-64 : 1.1
CON COM1 : MORE ACCESS

72	S		700P-730P	30		\$420.00	10/3	10/3	0		WED	0
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PROGRAM : EXTRA
RA35-64 : 1.6
CON COM1 : EXTRA

74	S		730P-800P	30		\$575.00	10/3	10/3	0		WED	0
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PROGRAM : TMZ
RA35-64 : 2.1
CON COM1 : TMZ
STATION MAKEGOOD OFFERS:
M6 OK'D BUY#62 MISSED:TUE/900P-1000P OCT2 30S \$3,000.00 (SEP25/12)
BUY#71 WED/600P-700P OCT3 30S \$235.00
BUY#72 WED/700P-730P OCT3 30S \$420.00
BUY#74 WED/730P-800P OCT3 30S \$575.00
OFFER:TUE/800P-900P OCT2 30S \$3,550.00 PLS ADVISE.
& WED/930P-1000P OCT3 30S \$825.00
& WED/430A-459A OCT3 30S \$90.00
CMT:SPOTS N/A. SEE MG OFFER. NOT PRE-BOOKED PLS APPROVE.

SEP/12 31805.00 OCT/12 55060.00 CONTRACT TOTAL 86865.00
TOTAL SPOTS 129

REP HEADLINE# 6180298 TRF# 480645
\$\$\$ MOD# 4: UNAPPROVED REV #1 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP26/12 09.13
CHANGES ** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

MARKET TOTALS \$394,840 KVVU 22% KSNV 37% KLAS 22% KTNV 15% KVMY 3% KVCW 1% CABL 0%
KTUD 0%

SVC- NSI
DEMOS- RA35-64*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE